

THE AUTOMOTIVE MARKETING INDEX

THE 1988 AUTOMOTIVE MARKETING MARKETBASKET

To determine the price movement, Automotive Marketing created a "marketbasket" of the best prices available for nine popular aftermarket products. We determine the best available price of each item in each marketing area each month to come up with an average marketbasket index. The products include a non-resistor spark plug; an oil filter; a can of 10W30 motor oil; a can of paste wax; an AM/FM/Cassette radio; a gas-charged shock absorber; a gallon of antifreeze/coolant; a pair of windshield wiper refills; and a 40-month-warranty battery. These products are usually on sale somewhere within each marketing area, which we define by their unique geographic, meteorological, and consumer characteristics.

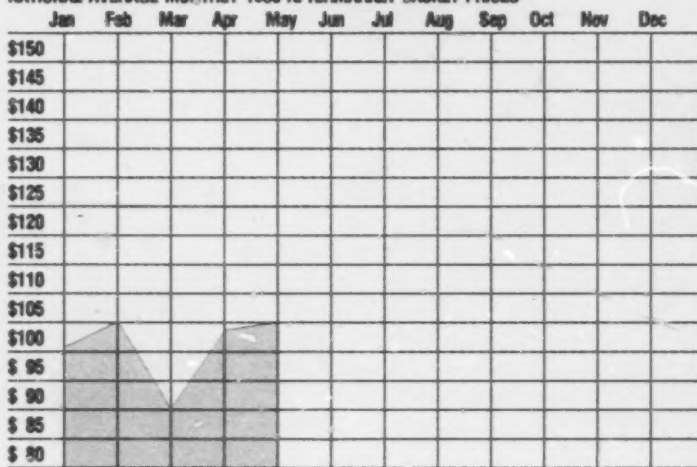
MAY 1988 NATIONAL AVERAGE MARKETBASKET PRICES

A non-resistor spark plug:	\$.74	A gas-charged shock:	\$ 14.87
An oil filter:	2.29	One gallon of antifreeze:	3.48
A can of 10W30 oil:	.76	One pair of wiper refills:	2.43
A can of paste wax:	2.97	A 40-month battery:	31.14
An AM/FM/Cassette:	46.15	Total:	\$104.83

MAY 1988 AM MARKETBASKET PRICES BY MARKETING AREA

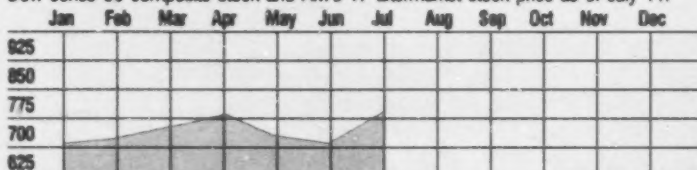
1. Greenbelt East:	\$136.22	3. Smokestack East:	\$ 88.01
2. Megapolis East:	88.73	4. Old South:	102.73
		5. Caribbean South:	115.86
		6. Smokestack Central:	97.53
		7. Grainbelt Central:	98.48
		8. Spanish West:	92.73
		9. Desert West:	104.83
		10. Greenbelt West:	123.06

NATIONAL AVERAGE MONTHLY 1988 AFTERMARKET BASKET PRICES

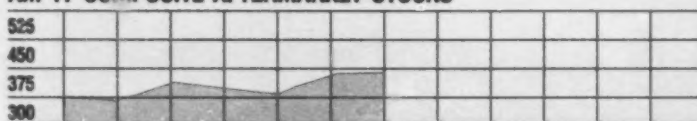


DOW JONES 65 COMPOSITE STOCKS

Dow Jones 65 composite stock and AM's 17 aftermarket stock price as of July 11.



AM 17 COMPOSITE AFTERMARKET STOCKS



1988 AFTERMARKET STOCK PRICES

The prices below are the high and low offered and paid for aftermarket-related common stocks for the 52 week period prior to July 11.

	Exchange	52-week High	52-week Low	7/11 Quote	P-E Ratio
Action Auto	NASDAQ	8 1/2	3 3/4	7 3/8	26
Allied Signal	NYSE	48 3/4	26	35 5/8	11
Armor All	NASDAQ	27 1/4	10 3/4	21 3/4	20
Arvin	NYSE	37 1/4	14 3/4	22 1/8	22
Audiovox	AMX	14 7/8	4 3/4	5 3/8	8
AutoSpa	NASDAQ	4 9/16	7/8	1 5/8	391
Big Bear	NASDAQ	26 3/8	14 7/8	25 3/4	12
Chief Auto	NASDAQ	18	5 3/8	15	447
Champ Spk Plg	NYSE	16 3/8	7 7/8	12 1/8	24
Chevron	NYSE	64 3/8	32	47 7/8	12
Chrysler	NYSE	48	19 3/8	23 1/4	4
Cochman	NYSE	13 3/8	6 3/8	13	491
Cooper	NYSE	74 1/2	39	55 7/8	16
Dana Corp.	NYSE	54 1/4	27 1/2	37 1/4	11
Durakon	NASDAQ	14 1/4	7 1/2	13 3/8	15
Echlin	NYSE	19 3/8	10 3/4	17	18
Equion	NASDAQ	8 3/8	4	6 1/2	10
Ford	NYSE	56 1/4	30	52 1/8	6
GM	NYSE	94 1/8	50	77 3/8	7
Genuine Parts	NYSE	44 3/8	27 1/4	36 3/8	18
Gn Auto	AMX	6 3/8	1 1/2	1 5/8	63
JP Industries	NYSE	24 7/8	12	17 3/4	12
Lancaster Colony	NASDAQ	26	15 1/4	17 1/4	—
Masco	NYSE	39 1/4	18 3/4	28 7/8	16
Meyer, Fred	NASDAQ	17 7/8	9 1/2	14	10
Mobil	NYSE	55	32	44	12
Modine	NASDAQ	22 3/4	11 3/4	17	10
Mr. Gasket	NASDAQ	7 3/4	4 3/8	4 5/8	18
PACCAR	NASDAQ	78	43 1/2	74 1/2	10
Prior Hannfin	NYSE	49	24 1/2	34 3/8	15
Pennzoil	NYSE	82 3/4	38 1/2	73 3/8	97
Pep Boys	NYSE	18 7/8	9 1/2	12	20
Quaker State	NYSE	28 1/2	12 7/8	25 3/8	—
Rep. Auto	NASDAQ	8 1/2	4	4 7/8	—
Rite Aid	NYSE	46 1/4	28 1/2	36 3/4	16
Sears	NYSE	59 1/2	29 3/4	36 7/8	9
Snap On	NYSE	46 1/2	24 1/4	38 1/2	17
Stan Mtr Prod	NYSE	21	11 1/8	13 3/8	12
Steego	NYSE	6	2 1/2	5 1/8	—
Sun Co	NYSE	67 7/8	34	59 1/8	17
Superior Ind	AMX	17 1/2	8 1/8	16 1/4	11
TBC Corp.	NASDAQ	15 1/4	3 3/4	13 7/8	11
TRW	NYSE	70	37	47 1/2	11
Tenneco	NYSE	62 1/2	36 1/8	48 1/2	—
Texaco	NYSE	52 1/2	26 7/8	46 3/4	19
Trak Auto	NASDAQ	19	7	10 1/2	14
Triad Systems	NASDAQ	14 3/4	7 1/2	12 5/8	16
Walbro	NASDAQ	35	16 3/4	33	21
Wal Mart	NYSE	42 7/8	20	32 1/8	27
Wilco	NYSE	42	26 3/8	35 3/8	11
Wynn	NYSE	30 3/8	14 1/2	19 1/8	50

MARKET LINE

The Global Market: How It Will Change The Way You Do Business

If you don't go global, you're like a dinosaur in the Ice Age; all you can do is stand around and hope the weather gets better," Randall Clark, CEO of the Dunlop Tire Corp., Buffalo, NY, said, describing life in the new global market.

While the effects of the global market on OE manufacturers and their suppliers may be obvious in the number of imported cars on the road, the effects on retailers and jobbers may be less apparent, but

are just as real, Clark noted.

Clark was one of several speakers at the 1988 Frost & Sullivan Automotive Aftermarket Conference held in Toronto, Ontario, Canada. The two-day conference examined the impact of globalization on all levels—from the retailer and service center to the OEM.

What It All Means To Retailers

A very possible scenario for retailers in

the global market goes something like this: fewer sales of individual part numbers, but more part numbers to inventory because cars last longer. That's a troublesome future for retailers and jobbers already facing profitability problems.

At the very least, globalization means retailers and jobbers will be selling parts and accessories for a completely different mix of cars and trucks. The success of the Korean-made Hyundai is a prime example. Three years ago, virtually no American had even heard of Hyundai. Today, the company sells more than 300,000 cars a year and estimates are that it will sell close to 600,000 cars a year by 1991.

Sourcing, selling, and servicing parts for cars like the Hyundai will become a challenge.

In 1965, about 500,000 imported cars were sold in the U.S. By 1975, the number had reached 1.5 million, and in 1987 it was about 3.1 million. Another 625,000 Japanese cars were built in American plants (transplants).

By 1991, estimates see 3.2 million imports and 1.1 million transplants. The Department of Commerce (DOC) estimates that by 1991, Japanese imports and transplants will account for 44% of the new car market while the Big Three's share will decline to 52%. And since the majority of imports will still be newer cars, the cars that will be scrapped will be mainly American cars that are DIYer favorites. By 1991, roughly a third (about 60 million) of the vehicles on the road will be imports, according to DOC estimates.

Randy St. John, president and CEO of GKN Aftermarket Import Parts, Memphis, TN, told the conference, "While repair of domestic vehicles is expected to grow 8% from 1985 to 1990, import repair work will increase 60% during the same period." St. John noted that the market for repairs of imports presented an unparalleled opportunity for American repair shops.

John Ayers, marketing vice president of the Allied Automotive Div., East Providence, RI, said that success or failure in the future rests on servicing the import

THE NEW CAR MARKET

The Department of Commerce estimates that by 1991, imports and transplants will account for 48% of the new car market while the Big Three's share will decline to 52%. The vast majority of the imports and transplants will be Japanese originated.

1986 Market:

11.4 Million Cars



1991 Market:

11.1 Million Cars



Source: 1988 US Industrial Outlook
U.S. Department Of Commerce

MARKET LINE

fleet. "We in the aftermarket must act," Ayers said. "If we do not, our loss will be measured in revenues slashed, profits evaporated, and market share shrunk. We will suffer these effects as dramatically and as rapidly as the Big Three did when the import revolution struck them in the aftermath of the oil embargoes."

While this may seem like a simple problem of better sourcing and better advertising the availability of parts, there's a secondary problem.

Opportunity Lost?

Dean Wilson, president of the Automotive Industries Association of Canada (roughly equivalent to ASIA and MEMA and APAA in the States), presented an analysis of surveys by the Canadian Automobile Association of about 19,000 vehicle owners. The study found that owners of five-year-old Japanese vehicles spent about \$170 less per year on repairs than owners of five-year-old domestic cars. Toyotas and Hondas were consistently the cheapest cars to repair.

The study noted, "It is commonly believed that the growth in Japanese vehicles on the road results in a healthy aftermarket. This may not be true. Each time a Japanese instead of a domestic vehicle is sold, the overall size of the aftermarket actually contracts since Japanese vehicles require fewer repairs. Moreover, Japanese vehicle owners return to their dealers for repairs at almost triple the rate of domestic vehicle owners."

Although this is not an absolute verdict, it's certainly a key consideration for the aftermarket as import vehicles become a larger part of the market. In addition, domestic OE vehicle manufacturers have made large strides in quality and reliability. For example, five-year-old Fords were less expensive to maintain than such imports as Nissans and Mazdas.

More Trouble Ahead?

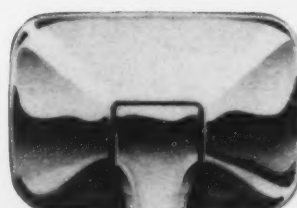
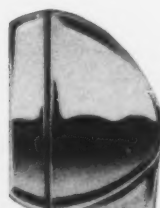
Still another result of globalization may be greater involvement in the U.S. aftermarket by foreign companies. The Japanese car makers in the U.S. have brought many Japanese suppliers to the U.S. Linda Hoffman, vice president of the Automotive Parts and Accessories Association (APAA), Landover, MD, told the conference APAA has counted 251 Japanese plants operating or pending in the United States. Japanese car makers in the U.S., she said, want to recreate Japanese style OE/supplier relationships in the U.S., and leave domestic suppliers with virtually no sales to Japanese transplants.

A look at Honda provided the conference with an excellent example of Japanese transplants in the U.S. Honda Of

America sold 324,000 Marysville, OH-manufactured Hondas in 1987, as well as 414,000 Hondas made in Japan. Estimates see Honda of America producing more than 500,000 cars in Ohio by 1991 as well as 100,000 in Quebec.

The APAA, using information developed by the U.S. General Accounting Office, reports that Honda has 119 American suppliers of which 28 are U.S.-based Japanese suppliers. APAA puts Honda domestic content at 60%.

Dave Nelson, Honda vice president of purchasing, said Honda is making a commitment to domestic content. "Honda has 68 plants in 40 countries. Honda's international viewpoint precipitates in Honda's purchasing policy to seek to purchase parts and raw materials in the countries in which it manufactures," Nelson said. He added Honda's domestic content was now 62% and plans call for 75% by 1990. He presented detailed instructions of how to sell to Honda.



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Although currently all buying approvals must come from Japan, Nelson said plans call for more buying to be done directly by Honda in America. In addition, Honda Of America will begin to design and build its own vehicles rather than cars designed in Japan.

Finally, Nelson noted that globalization has come full circle. Honda Of America will export about 90,000 Hondas made in Ohio to Japan.

The Big Three Do It, Too

However, in addition to direct imports, the Detroit Big Three are making a commitment to overseas sourcing and joint ventures with foreign car makers, Peter McIntosh, supply and distribution manager of Ford's Parts and Service Div., Dearborn, MI, said. For instance, the new Ford Probe is a joint venture with Mazda. In a second joint venture with Volkswagen, Ford will market a new truck built in Brazil.

Joint ventures will be the wave of the

future. "Captive" imports, built overseas and sold under American nameplates, accounted for about 300,000 sales in 1987. By 1991, the number will increase to about 425,000. In addition to Ford's joint ventures, GM is selling the Nova, made in California at a plant it owns jointly with Toyota. GM also has joint ventures with Volvo for heavy duty trucks, with Daewoo of Korea to build Pontiacs, and with both Suzuki and Izuzu to produce small cars. Chrysler is also in a joint venture with Mitsubishi to produce small cars in Illinois.

The question might be asked, then, what is a domestic car? What is the difference between a Chevrolet Nova and Toyota Corolla, both manufactured in the same California factory?

The Aftermarket Question

However, for the aftermarket the important question is: who will supply repair parts to these cars? Hoffman believes the Japanese would also like to recreate an aftermarket for Japanese cars in the U.S. similar to their home market. In Japan, Hoffman told the attendees, as much as 75% of aftermarket parts sales are through new car dealers. Because of close relationships between Japanese OEMs and their suppliers, she sees difficulties for American retailers getting access to OE parts while domestic manufacturers will not offer full line coverage. She sees two aftermarkets for foreign cars, one of high volume parts easily sourced, and a second hard parts aftermarket with little or no U.S. participation.

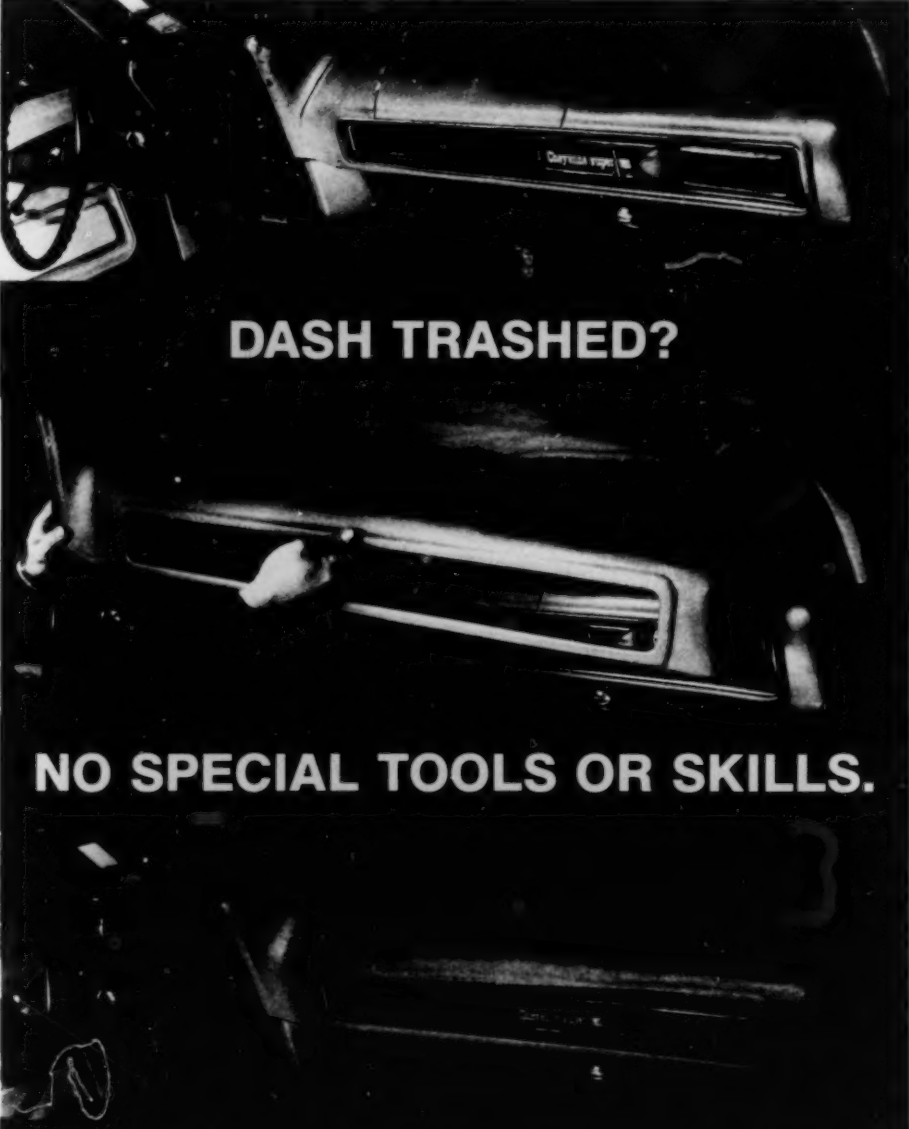
Along these lines, the Automobile International Association (AIA) recently filed a petition with the U.S. Trade Representative claiming that many Japanese OE parts were not available to independent import distributors or were available only at non-competitive pricing. Although the petition was withdrawn, access to OE parts will be a key to selling successfully to foreign car owners.

Ron Moore, president and CEO of Midas Intl., Chicago, spoke to the same problem. "Full line brake manufacturers must respond to part numbers more quickly. We're 12 months late now. Midas has been forced to use import new car dealers for sources on new brakes."

And, St. John noted that GKN may have an advantage in the future because it owns a trading company in Japan and "many replacement parts for Japanese cars can only be sourced in Japan."

What The Future May Bring

Even leaving aside the future plans of Japanese car makers to control the parts pipeline, and assuming that domestic



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manufacturers will do a better job in supplying full lines for import parts, globalization will still impact the aftermarket.

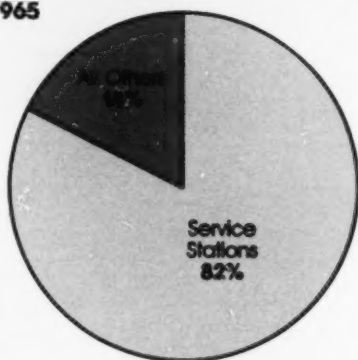
It's likely that the aftermarket may see more foreign companies buying direct distribution. Right now, there companies such as Ward White, which owns Whitlock and Rose Auto; GKN, which owns Parts Industries; and AI International, which owns AI Automotive, all foreign owned and all already in the aftermarket. Right now, a group of New Zealand investors is bidding for control of the Steego warehouse and retail operation.

So retailers will soon see the effects of the new global market. There are many positive aspects and many negative aspects to the new market. At the very least, the retailer or service provider is going to have to re-evaluate the way he goes to market in order to service the global car. ■

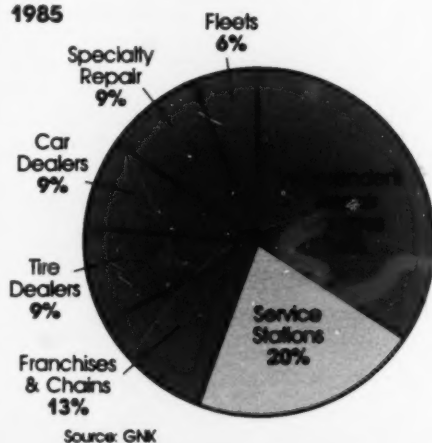
CHANGES IN THE SERVICE MARKET 1965-1985

Since the 1960s, the service market has fragmented as over 100,000 gas stations went out of business. Business lost by the gas stations went to a variety of service operations. The independent repair garage is now the market share leader for repair work.

1965



1985



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AIA Withdraws Anti-Japanese Petition

Auto Internacional Association (AIA), Whittier, CA, has withdrawn the petition it filed with the U.S. Trade Representative that charged some Japanese automakers with unfair trade practices.

Filed May 9, 1988, the AIA petition had asked for an official investigation into alleged predatory practices by several Japanese automakers and their parts manufacturers.

The petition, filed under Section 301 of the Trade Act of 1974, alleged "collusive horizontal and vertical restraints, price-fixing, predation, retail price maintenance, interference with business regulations and cartel-like behavior." The result, the petition stated, is that many AIA members find it difficult, if not impossible, to participate in the replacement/repair parts market for Japanese cars.

More Information Needed

Dick Wells, AIA national director, said that the government had "accepted the premise" that there could be unfair trade practices involved, but required more specific, hard information to back up the petition's claims. According to one AIA source, some member companies have been "a little hesitant" in releasing specific, detailed figures they obtained from their Japanese sources for fear of being cut off from further supplies if the figures became public.

Japanese auto and parts company officials declined to comment on the petition.

According to one government official familiar with the petition, speaking unofficially, AIA was in error in filing a 301 petition in the first place. "This was not a 301 case," the official said. "301 petitions deal with government trade barriers and this is a private dispute between AIA members and Japanese automakers." The official felt that the association failed to show evidence that there were government restrictions of trade involved.

Moreover, the official pointed out, recent Supreme Court rulings have said that vertical restraints of trade alone do not necessarily damage competition. "With the Supreme Court's recent rulings," the official said, "it just doesn't make any sense to go after vertical cases."

"You've got to look at the overall competitive picture," the official said. "It's not just competition within brands but brands against brands. It's a matter of Toyota versus Nissan as much as where

the consumer can buy Toyota brands. Don't forget, too, that each automaker requires its dealers to stock thousands of slow-moving parts and train mechanics, and its action in selling parts to these dealers is just a part of the whole package between car makers and their dealers."

According to the official, "It's an anti-trust case; it belongs in anti-trust court. If AIA could persuade a court to rule in their favor, they could receive treble damages; they get no monetary awards from a successful 301 petition."

Not At This Time

Wells admitted that it was "fruitless" to press the 301 petition "at this time." However, he said, "We will continue to review our position based on changes in the anti-trust policy which might be forthcoming in the November elections."

Francis Sailer, an attorney with Pillsbury, Madison, Sutro, San Francisco, participated in the AIA petition. He said the association has three options that it could pursue concurrently or separately. It can work to include language in a new trade bill that would modify Section 301 to cover cases such as AIA's. It can work towards the passage of an anti-trust bill that is being currently considered and is aimed at independent distributors. "This is an attempt to overturn cases like the Sharpe case," (The case in which the Supreme Court ruled vertical restraints in some cases were justified.) Sailer said.

And, it can wait until November's elections bring a change in anti-trust policy. "Regardless of whoever wins," Sailer said, "there will be a marked change in policy. There will be a new, more anti-trust Justice Department."

In line with the later option, Wells indicated that the petition has been "only temporarily withdrawn" and that evidence to support elements of the petition will be "substantiated." According to the AIA source, this means persuading certain members to release figures they currently consider confidential. When that is done, Wells said, "The petition will be re-filed, perhaps in January of 1989, after the nation's elections and at which time a more favorable attitude towards U.S. businesses will hopefully prevail."

RETAILERS

Ward White Wants To Grow In The U.S.A.

Ward White, the British conglomerate that owns the Whitlock automotive parts chain, among others, in the U.S. is aggressively in the business of growth.

Ward White entered the U.S. market through a takeover of Whitlock's previous English owners, LCP Holdings, early in 1987. Its current retail auto parts store

SERVICE

AVERAGE REPAIR COSTS OF VEHICLES

Each year, the Canadian Automobile Association surveys some 19,000 vehicle owners about repair costs during the previous year. From its 1986 study, DeRosiers Automotive Research has calculated average repair costs by company and model year. Toyota and Honda are consistently the lowest cost vehicles to repair in each model year, even as the vehicles gets older. The figures below are the average repair costs per year per vehicle model.

Cars	New Models	2-Years Old	3-Years Old	4-Years Old	5-Years Old
Honda	\$21	\$46	\$ 80	\$208	\$ 328
Toyota	8	29	131	205	350
Ford	36	48	229	315	490
Mazda	NA	45	133	300	502
Chrysler	13	57	261	361	576
GM	11	73	358	441	596
Nissan	22	73	188	401	812
AMC/ Renault	7	82	382	870	1006
All Japanese	\$14	\$43	\$131	\$266	\$424
All Domestic	17	63	307	428	594

Source: DeRosiers Automotive Research Inc., using Canadian Automobile Association survey

MARKET LINE

holdings include the Motormart stores in Massachusetts and Connecticut; the National stores in upstate New York; Giant, Strum, and Whitlock stores in the Midwest, and Rose Auto in Florida.

And Ward White is looking for more. At least that is what its leaders told financial analysts at a recent Kidder-Peabody presentation in New York City.

Speaking for Ward White were Philip Birch, group chairman and managing director; John W.E. Sharp, financial director; and Dean M. Haulton, president of Ward White U.S.A. Holdings Inc. The firm's U.S. headquarters is in Atlanta.

In An Aggressive Mood

Characterizing their mood as "very acquisitive," (they had just completed a hostile takeover of a 500-store decorative home store chain in England the previous weekend), the Ward White management told the analysts that the company may also enter the home improvement business with DIY stores in this country. They're interested in further acquisitions in the auto parts business as well.

Once primarily a shoe maker and retailer, the British company left the footwear business because of competition and the high cost of labor. It became a specialty retailer concentrating on DIY business-

es, both home improvements and auto parts. These are markets which are not as saturated as the footwear industry, according to Birch. The company acquired Halford's (auto parts) in 1984 and the Payless home center stores in 1986. It now has a total of 1,250 stores.

Ward White pegs the total retail U.S. market for auto parts at \$85 billion, and says the top ten chains account for only 3.6% of those sales. It ranks itself as ninth in sales among retail parts chains in this country. At fiscal year end in January 1988, it had 162 stores in this country and sales of \$155 million in auto parts.

Although still near the bottom of the "top ten" in this country, Ward White is undoubtedly the sales leader in its British home territory. The Halford's stores in the United Kingdom, which include "No. 1" in their logo and merchandising, sold £308 million last year, while their nearest competitor in that country, the Charlie Brown stores, sold only £42 million. Sales of the two other strongest United Kingdom competitors, Motorworld and Uniparts, together totaled only £27 million for the year. The total British market it estimates at about £6 billion.

The British Ward White auto parts stores are located both in downtown and suburban areas. There are 62 large-size

superstores and 330 smaller stores, and some offer service as well as retail parts. Currently, there are no Ward White operations with automotive service bays in the United States, but "that's a possibility in the future," Haulton said.

In the U.S., the Ward White organization has superstores in Chicago and New York that have between 12,000 and 16,000 sq. ft. of selling space. The other stores are smaller in selling area, and there is no standardization among the various operations in the Holdings group.

Haulton's headquarters staff seeks to improve the efficiency of the U.S. acquisitions as it pulls them into one operations group. The Floridian Rose Auto chain is separated from the other stores by its operations as well as by geography, although its management also reports to Haulton.

"Our improvements are accomplished by improved gross margin," Haulton said. A \$5 million investment in 300 electronic point-of-sale (POS) computers will help bring the U.S. chains nearer the conglomerate's profit target.

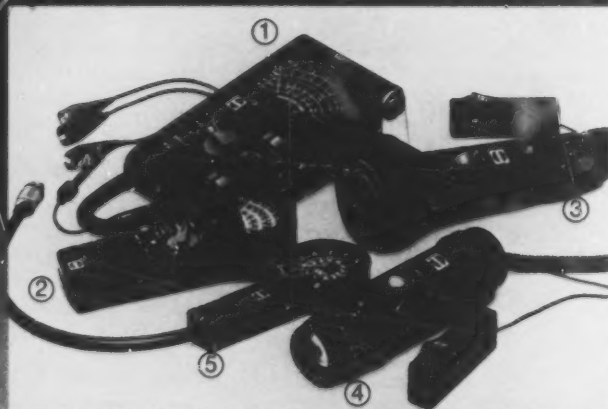
In addition to operating efficiencies, the Ward White Holdings group is working hard at product merchandising strategies. The first of these new strategies, a private label battery program in conjunction with Exide Corp., Reading, PA, last Fall, resulted in the sale of 20 times as many batteries as the stores had sold the preceding year.

The company's doing similar "Product Intensity Programs" on starters and alternators, brakes, and shock absorbers this year.

While Ward White Holdings is improving day-to-day operations, improving its profitable efficiency, and searching for new acquisitions in the auto parts business. It'll be interesting to see where, and what, it buys next. One thing's for certain: any company which characterizes itself as being in "The Business Of Growth," as it boasts on its annual report cover and on the opening visual in its business presentations, isn't going to stay on any plateau very long. ■

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THE OIL ADDITIVE MARKET

The oil additive market is about \$150 million at the retail level. This share of market (SOM) breakdown was part of a recent First Brands Corp., Danbury, CT press conference.

STP	30%
Marvel	20%
Valvoline	15%
Wynn's	10%
All Others	25%

Source: First Brands Corp.

AM's 100

LARGEST AFTERMARKET RETAILERS

The rich get richer and the poor get poorer, goes the saying, and it certainly applies in the aftermarket today.

Case in point: The top 100 retail aftermarket chains, as determined by the number of stores owned by companies that are primarily aftermarket retailers with 50% or more of their sales across the counter to DIYers.

The big chains that fit this definition are getting bigger and the small ones are getting smaller. In 1987, the five largest chains' names were on 1,818 stores among them; in 1988 the top five chains owned 2,279 stores. At the same time, in 1987, the final six chains in the *Automotive Marketing* Top 100 had a total of 33 stores. The comparable chains today owned only 29 stores as of the cut-off date for reporting of June 15.

It seems as if *Automotive Marketing* has been reporting on the basic cause for this spread almost monthly. Mergers and acquisitions have made the largest chains even larger, building chains that were already large into today's mega-chains. This consolidation pulled small chains up onto the Top 100 list.

For example, last year's number one, Checker/Schuck's/Kragen; number six, Auto Works; number 25, Crown Auto), and number 91, U-Save, are now part of the new number one, Northern Automotive, a change created by mergers and acquisitions. Indeed, the changes in just one



year in the *Automotive Marketing* "Top 100" list are legion.

As noted, last year's largest chain was Checker/Schuck's/Kragen with 480 stores. That chain has now become part of Northern Automotive, this year's largest chain. Chief Auto Parts, last year's number two chain, was acquired in a leverage buy-out from its previous owner, Southland, by a corporation formed of its own management and a New York investment banker. And, last year's number three, Auto Shack, had to change its name to AutoZone as the result of a lawsuit brought by Radio Shack.

What else? Nationwide has jumped from number nine in last year's listing to number four in this year's with the acqui-

sition of last year's number 16 chain, Guarantee. Western Auto has been acquired by Sears. Trak, moving from number seven to number six, has consolidated its West Coast buying into its East Coast headquarters while improving its profit picture. Otasco, which operates fewer stores now than it did a year ago, fell in the *Automotive Marketing* ratings from number four to number seven.

Of all the top ten, Pep Boys has remained the most stable, continuing on its growth track as planned, seeing a billion dollars in sales as a real possibility by 1991. Whitlock moved into the top ten, to number nine from being number 11, having established a new management team and reduced central overhead. Finally, continuing in the number ten slot, Steego is pondering the fact that Industrial Equity (Pacific), Ltd., Hong Kong, now holds 45% of its stock.

In other major developments below the top ten, Pettigrew-Smith moved up one slot by acquiring Dales. Mechanics Warehouse, Cleveland, was dropped from the list—it was number 67 last year—when it closed down stores, ending up with four retail stores. And, a five-store chain, Osburne Distribution Co., became the 100th largest chain in the nation.

If current trends continue, by 1990 *Automotive Marketing*'s larger 100 automotive retailers' list may include every such chain in existence in the country. ■

Rank	Chain	Stores	\$ Sales (+ 000)*	CEO	Address and Phone	1987 Rank
1.	Northern Automotive	821	559,000 ³	G. Daniel Stewart III	645 Missouri Ave., Suite 400, Phoenix, AR 85012 (602) 265-9200	1 ¹
2.	Chief Auto Parts Inc.	470	256,000	Mike Manor	1515 Wade Drive, Seagoville, TX 75159 (214) 287-7474	2
3.	AutoZone	430	365,000	Peter Formanek	3030 Poplar Ave., Memphis, TN 38111 (901) 325-4600	3 ²
4.	Nationwide Automotive, Inc.	280	200,000	Saul Levy	3750 Courtlight Ct., Columbus, OH 43227 (614) 239-1111	9
5.	Western Auto	278 ⁴	930,000	John T. Lundegard	2107 Grand Ave., Kansas City, MO 64108 (816) 346-4000	5
6.	Trak Auto	256	212,000	Ben S. Kovatsky	3300 75th Ave., Landover, MD 20785 (301) 731-1200	7
7.	Otasco, Inc.	223	324,000	Jerry L. Goodman	11333 E. Pine, Tulsa, OK 74116 (918) 437-7171	4
8.	The Pep Boys	207	486,000	Mitchell Liebowitz	3111 W. Allegheny Ave., Philadelphia, PA 19132 (215) 229-9000	8
9.	Whitlock Corp.	177	150,000	R. Keith Green	1375 Mount Prospect Rd., Des Plaines, IL 60017 (312) 699-5040	11
10.	Steege Auto Parts	147	150,000	Russell Duncan	319 Clematis St., West Palm Beach, FL 33401 (305) 655-9700	10
11.	Advance Stores Co.	126	65,000	Nicholas Taubman	1342 West Eighth, Roanoke, VA 24015 (703) 345-4911	13
12.	Champion Auto Stores	125	60,000	Robert "Bud" Rose	5520 North County Rd., New Hope, MN 55428 (612) 535-5984	12
13.	Grand Auto	107	172,463	Thomas Herman	7200 Edgewater Dr., Oakland, CA 94621 (415) 868-6800	14
14.	Super Shops	104	119,000	Harry Eberlin	620 Newport Center Dr., Ste 860, Newport Beach, CA 92660 (714) 644-9900	15
15.	O'Reilly Automotive (Ozark)	87	75,000	Charles O'Reilly	233 S. Patterson, Springfield, MO 65802 (417) 862-3333	17
16.	Aid Auto	85	50,000	Philip L. Stephen	475 Doughty Blvd., Inwood, NY 11696 (516) 371-4330	18
17.	Hi-Lo Consolidated	75	90,000	T. Michael King	8601 Tavenor, Houston, TX 77075 (713) 991-6052	19
18.	ADAP	75	60,000	Duane Rutie	660 Bodwell St., Avon, MA 02322 (617) 587-8400	21
19.	R&S Straus	72	85,000	Don Schlenger	1835 Burnet Ave., Union, NJ 07083 (201) 686-8200	24

* Reported or estimated for 1987.

** Not on last year's chart

*** Privately held, declined to release figures

¹ As Checker/Schuck's/Kragen

² As Auto Shack

³ Figures for Checker/Schuck's/Kragen only, not including Auto Works, U-Save and Crown Auto

⁴ Includes company-owned stores only; with associate stores total is 2,032

AM's 100 LARGEST AFTERMARKET RETAILERS

1 Northern Automotive Corp.



It claims, with good reason, to be the "Nation's Largest Auto Parts Chain" in existence. It didn't exist just a decade ago.

It's Northern Automotive, Phoenix, a company that has become a major player in the aftermarket through rapid acquisitions and a desire to bound ahead.

How did it do it? Big purchases. Northern purchased several major chains in less than three years and now operates more than 800 stores. The chains it bought include Schuck's Auto, Kragen Auto Stores, Checker Auto Stores, Autoworks, Crown Auto Stores, and U-Save Auto Stores.

Northern's history starts with Schuck's Auto, (Washington, Oregon, Idaho) which was acquired by Pay 'N Save in 1983, then sold to Northern Pacific, owned by Eddie and Julius Trump, in 1985 for about \$70 million. This formed the basis of Northern Automotive Corp., a division of Northern Pacific Corp., itself a division of Trump Capital Group, New York.

"The most significant event for 1987-88 so far has been our acquisitions of Autoworks, U-Save, and Crown," Fred Nelson, Northern's director of marketing and public relations, said. These were major purchases; The 57-store Crown

chain alone cost some \$8 million.

Now Northern is turning this plethora of chains and store types into a group that reflects the company's premiere status. Northern's new stores, and a number that the company is refurbishing, reflect the latest thinking in store design. "We use a racetrack format with graphics that tie the store together," Nelson said. In fact, there are several racetrack formats in use, one of which is for high security areas and lacks an island in the center of the store.

Nelson said the chain also emphasizes customer service. "Take care of the customer; that's our attitude. This comes from Dan Siewert (Northern's president/CEO) and is emulated by all of our people."

What's ahead for Northern? Simple, Nelson said, "Continued expansion." The company's eventual goal is to be a truly national operation, dominating the industry. Even with all these purchases, the chain isn't in that position yet. The entire east coast, from Maine to Florida, has yet to see a Northern Automotive-owned store, neither has a large block of Midwestern states. However, given Northern's track record so far, this does not seem to be an impossible goal. ■

Rank	Chain	Stores	\$ Sales (+000)*	CEO	Address and Phone	1987 Rank
29.	Action Auto	66	85,000	Dick Sabo	2126 S. Dahl Hwy, Flint, MI 48507 (313) 235-5600	27
24.	Discount Auto Parts, Inc.	65	48,000	Denis L. Fontaine	4900 Frontage Road South, Lakeland, FL 33802 (813) 687-9226	20
22.	Pettigrew-Smith/Dale's	59	50,000	Ben Dacke	8119 Jensen Dr., Houston, TX 77093 (713) 695-3613	23
23.	Hi-Gear Tire & Auto Supply	56	30,000	Murray Friedman	110 Ritchie Rd., Capitol Heights, MD 20743 (301) 336-3000	22
34.	Forest City Auto Parts Co., Inc.	51	***	Arnold Bellows	25201 Chagrin Blvd., Ste 350, Beachwood, OH 44122 (216) 292-2525	31
35.	Big Bear Stores	50	31,000	Jerry Hammersel	640 54th Ave. N., St. Cloud, MN 56301 (612) 251-9000	26
26.	Quality Stores	47	160,000	John L. Hill	1460 Whitehall Rd., North Muskegon, MI 49445 (616) 744-2491	30
27.	Taylor Parts, Inc. (TPS)	33	17,000	James M. Taylor	208-210 E 3rd, Andalusia, AL 36720 (205) 222-6534	32
28.	Ben Pila Speed Shops	31	10,000	Ben Pila	118 N. Black Horse Pike, Bellmawr, NJ 08031 (609) 931-4041	33
29.	Linkin's Auto Supply	30	11,000	Leonard Linkin	2720 E. 2nd St., Centralia, IL 62801 (618) 533-1311	34
30.	Ace Auto Parts	29	21,000	T.D. Cox	4351 34th St. North, St. Petersburg, FL 33714 (813) 526-1664	38
31.	Big Wheel Auto Stores	28	17,000	R.B. Shaller	1335 Mendota Heights Rd., Mendota Heights, MN 55120 (612) 452-7484	44
32.	Parts City, Inc. (Alex. Seewald)	28	12,000	Andy Moye	1420 Seaboard Industrial Blvd., Atlanta, GA 30318 (404) 352-0146	36
33.	Twin "B" Auto Parts	26	16,000	William O'Conner	526 S. Military Hwy., Virginia Beach, VA 23461 (804) 420-3342	37
34.	Crazy Joe's	26	15,500	Joe Armentrout	460 Armentrout Dr., Concord, NC 28025 (704) 799-6551	42
35.	One Stop Auto Parts	26	13,000	Gerald Klein	1113 62nd Ave. N., St. Petersburg, FL 33702 (813) 522-2897	"
36.	Worldwide Auto Parts, Inc.	25	15,200	Greg Haehn	3781 S. Green Rd., Cleveland, OH 44122 (216) 831-1164	45
37.	Acme Auto Supply, Inc.	25	7,500	James Fine	620 R Oakwood Ave., West Hartford, CT 06110 (203) 246-2540	40
38.	Murray's Discount Auto Stores	25	5,900	Albert Pitt	21500 Trolley Ind. Dr., Taylor, MI 48180 (313) 292-2800	41
39.	The Carport	24	***	David Fuhrman	3925 Rice Mine Rd., N.E., Northport, AL 35476 (205) 345-2400	"
40.	Fischer's Auto Parts	23	20,000	George L. Roberts	295 McCarty Dr., Houston, TX 77029 (713) 672-5678	43
41.	Stinger Sam Auto Parts, Inc.	21	7,500	Ralph & Neil Stinger	P.O. Box 2027, Springfield, MO 65801 (417) 362-8107	46
42.	Gottling's Auto Stores	20	6,500	Albert C. Premus	117 W. Peach St., Connellsville, PA 15425 (412) 628-3340	47
43.	Royal Auto Supply	20	10,000	Jon Sienn	Twin Park Industrial Center, Colmar, PA 18915 (215) 822-1359	48
44.	VP Discount Auto	18	20,000	Thomas O. Auger	12 Lexington St., Lewiston, ME 04240 (207) 784-5484	66
45.	Giant Auto Parts	18	13,000	Robert Levy	2236 S. Hamilton Ave., White Hall, OH 43222 (614) 864-3811	"
46.	Save Auto Stores	18	10,000	Don H. Hampton	7949 S. I35, Oklahoma City, OK 73143 (405) 634-1401	49
47.	Short's Auto Parts	18	7,500	William Fox, Jr.	23444 Schoenherr, Warren, MI 48089 (313) 774-4940	69

* Reported or estimated for 1987.

** Not on last year's chart

***Privately held, declined to release figures

AM's 100 LARGEST AFTERMARKET RETAILERS

2

Chief Auto Parts Inc.



Chief Auto Parts Inc. notes that it is "the largest chain of retail automobile replacement parts stores operating under one name." The company's stores are found in Alabama, Arizona, Arkansas, California, Kentucky, Nevada, Oklahoma, Tennessee, and Texas.

Chief's major project for the last year has been its change in ownership. It had been owned by The Southland Corp., Dallas, since 1978. Southland owns the well-known 7-11 convenience chain as well as 50% of the Citgo Petroleum Corp.

In 1987, Southland announced that it would sell its non-convenience store business, including Southland Dairies, Reddy Ice, and Tidel Systems, as well as Chief. In April 1988, Southland sold Chief in a leveraged buy-out to a new corporation formed by Chief management in partnership with a subsidiary of Shearson Lehman Brothers Holdings Inc., a firm of New York investment bankers.

Mike Manor, formerly group manager of Chief, was leader of the management buy-out. His career had actually begun in Southland as a 7-11 field representative in 1974. He became president and CEO of Chief Auto Parts, which was moved to Seagoville, TX, site of one of the company's two distribution facilities. The other is located in Cerritos, CA.

While the negotiations for the buy-out were going on, growth plans for the chain were on hold. However, since April 29th, the chain has opened 13 new stores, most of them in California, although two are near Phoenix. And, said Kenny Cason, Chief's national advertising manager, "We're going to continue to grow."

Cason attributes much of this growth to the chain's reputation for customer service. "We've had people ask us how we get such good customer service," he reported. On top of the service, Chief offers multiple locations with convenient hours. Some 45 of its stores, strategically located within reach of most marketing area customers, are open 24 hours a day. "And many, many more of them are open until midnight," Cason said.

Chief's outlets range in size from 2,400 to 5,000 sq. ft.; are open seven days a week; and accept major credit cards as well as personal checks. The company considers itself an innovator in marketing, pointing, for an example, to its five-year, 50,000 mile warranty on parts it sells. A final piece of customer service Chief offers is its 1-800 number which customers can use any time of the day or night to find out where their nearest Chief Auto Store is.

Rank	Chain	Stores	\$ Sales (+ 000)*	CEO	Address and Phone	1987 Rank
48.	Performance Centers of America	17	12,000	Donald R. Raleigh	180 Whitman Ave., Edison, NJ 08817 (201) 287-5200	50
49.	Auto Parts World	17	7,200	Anthony Dabrowski	1176 W 14 Mile Rd., Clawson, MI 48017 (313) 288-0660	51
50.	Al's Auto Supply (PACCAR)	16	12,000	Ron Hollyoak	6308 Everett Greenway, Everett, WA 98203 (206) 353-1234	52
51.	B&C Auto Supply	16	12,000	Tony Gerbino	5491 Minnesota Dr., Anchorage, AK 99518 (907) 562-2047	53
52.	Grafton Corp	16	12,000	Paul C. Grafton	1006 Middle River Rd., Baltimore, MD 21220 (301) 574-1194	54
53.	Von Housen Auto Parts	16	10,500	Robert Neeley	2634 Juniper Lane, Sacramento, CA 95825 (916) 485-7552	56
54.	Klingler Discount Auto Stores	16	3,500	Howard E. Jones	3100 N. Main St., Fort Worth, TX 76106 (817) 625-4333	55
55.	National Auto Stores	15	11,000	David M. Stein	2342 North Penn Rd., Hatfield, PA 19444 (215) 997-1300	**
56.	Butler Auto Supply	15	7,000	Milton Butler	3243 Whitfield St., Macon, GA 31297 (912) 745-9295	57
57.	Scherbas Auto Stores, Inc.	14	16,000	Ted R. Scherba	3910 El Camino Rd., Burlingame, CA 94101 (415) 342-8240	64
58.	Fletcher Enterprises	14	12,000	Jerry Fletcher	2601 N. 32nd Ave., Phoenix, AZ 85009 (602) 269-1381	29
59.	All-Parts Automotive, Inc.	14	7,500	James J. Meyer, Jr.	900 E. Tuscarawas, Canton, OH 44707 (216) 455-0881	58
60.	A&A Auto Stores, Inc. (Keystone)	14	7,000	Joseph Amato, Jr.	44 Tunkhannock Ave., Exeter, PA 18643 (717) 655-6871	70
61.	Toohy's Auto Supply Co.	14	6,500	G.W. Toohy	149 E. Woodlawn Ave., Louisville, KY 40214 (502) 368-3897	59
62.	Johnie's Discount Auto Supply	14	6,000	Johnie Marshall	627 Main St., Garland, TX 75040 (214) 272-0451	60
63.	Bennett Auto Supply	14	5,500	Allen Bennett	3869 N. Dixie Hwy., Oakland Park, FL 33334 (306) 565-4636	61
64.	Babcock Stores	14	5,200	Robert Hendrik	114 W. Woodward St., Denison, TX 75020 (214) 465-2536	62
65.	Kentucky Motor Service, Inc.	14	3,000	Anthony Neithner	235 Scott St., Covington, KY 41011 (606) 431-6025	63
66.	National Automotive Superstores	13	13,500	David H. Wallace	4317 N. Palmdale, Pensacola, FL 32505 (904) 434-2371	65
67.	American Auto/Al's Auto Supply	13	13,000	Ken Millard	1011 Mason St., Omaha, NE 68108 (402) 345-1797	73
68.	Bradshaw Auto Parts Co.	13	7,500	Mark Marchant	PO Box 729, Sandy, UT 84070-0729 (801) 322-2546	68
69.	LDC Auto Stores	13	4,000	Herbert J. Kotz	1400 Queen Anne Rd., Teaneck, NJ 07666 (201) 837-0777	71
70.	Auto Barn Stores	12	19,000	Herbert Blumberg	13 Harbor Park Dr., Port Washington, NY 11060 (516) 484-5800	77
71.	Knecht's Discount Auto Parts	12	11,000	Wally Knecht	3400 Main St., Springfield, OR 97477 (503) 746-4446	82
72.	L&M Tire Co., Inc.	12	10,000	Ernest J. Jubela	1535-15 E. Valley Pkwy., Escondido, CA 92027 (619) 741-4044	72
73.	Maynard Supply Co.	12	9,000	Lee Maynard	230 N. Winooski Ave., Burlington, VT 05401 (802) 658-4479	74

* Reported or estimated for 1987.

** Not on last year's chart

***Privately held, declined to release figures

AM's 100 LARGEST AFTERMARKET RETAILERS

3

AutoZone

AutoZone

Consumers in the Southeast, and everyone in the aftermarket, have watched the number three retail auto parts chain grow since its birth on July 4, 1979, when food distributor Malone & Hyde, Memphis, TN, formed Auto Shack. Last year it became a separate corporation, but still part of the parent.

Currently, the Sunbelt retailer has approximately 430 stores open in 16 states. Within the next year, the company will begin changing their names to AutoZone as part of an agreement with Tandy Corp. over the proprietary use of "Shack."

While the name is the most visible change within the past year for AutoZone, it's not the most significant in the eyes of the AutoZone management. "What's more important is our new electronic catalog," Frank Weightman, director corporate communications, said.

Already installed in the majority of the AutoZone stores, the electronic catalog lets store personnel find part numbers once the customer identifies his/her vehicle by make, model, year, engine size, and task. The catalog searches out the parts, shows the prices, and suggests other items related to the DIY task.

"We think it's one of the most exciting things going for us," Weightman said,

"and it should be in every one of our stores by the end of the year."

The electronic catalog is just one piece of evidence of AutoZone's determination to offer a clean, well-merchandised, pleasant shopping environment for the DIYer. Shoppers who venture into an AutoZone store are greeted by a sales person, asked what they're working on, and taken to the product they need.

The number three retailer places high priority on offering the best coverage, very competitive pricing, and a lifetime warranty on 42,000 of the part numbers it sells.

"We want to provide a heavy emphasis on customer service, something that American business seems to be lacking," Weightman said.

Historically, AutoZone has opened 60 to 80 stores every year. It's reached its rank in our list without acquisitions like those which have built Northern Automotive and Chief Auto Parts Inc.

AutoZone, which was spun off as a separate corporate entity from Malone & Hyde last year, has a strong growth pattern and is aggressive outlook toward customer service. The privately-held chain may well move up the rankings when next we publish our Top 100. ■

Rank	Chain	Stores	\$ Sales (+000)*	CEO	Address and Phone	1987 Rank
74.	Scogin Auto Service, Inc.	12	5,000	Joe W. Scogin	P.O. Box 618, Leesville, LA 71496 (318) 239-4553	84
75.	Professional Auto Parts Associates	12	4,200	Meyer Chemock	2230 Reisterstown Rd., Baltimore, MD 21217 (301) 669-0800	76
76.	Blomgaars	11	17,750	H.A. Blomgaars	333 Water St., Sioux City, IA 51102 (712) 277-2000	78
77.	Midwest Auto Specialties	11	8,500	David Loya	9090 Bank St., Cleveland, OH 44125 (216) 447-4470	79
78.	D.G. Nicholas Co.	11	6,000	J.B. Nicholas	Box 270, 601-615 Wyoming Ave., Scranton, PA 18501 (717) 342-7683	80
79.	Guy Henshall Supply Co., Inc.	11	4,500	Brian K. Franklin	901 S. Memorial, Tulsa, OK 74112 (918) 836-0057	75
80.	Hutchins Angert	10	15,000	L.J. Hutchins	650 Broadway, Buffalo, NY 14212 (716) 852-1730	**
81.	Auto, Truck & Van Associates	10	14,000	Walter A. Lahmann, Jr.	150 Engineers Rd., Hauppauge, NY 11788 (516) 435-4555	81
82.	Blue Star Auto Stores	10	7,500	Eugene Weisman	2001 State St., Chicago, IL 60616 (312) 225-7174	89
83.	Economy Imports	10	6,500	Peter J. Blacklock	980 George St., Santa Clara, CA 95054 (408) 988-2452	88
84.	Kar Parts, Inc.	10	3,000	Stanley Rak	1673 Oaktree Rd., Edison, NJ 08820 (201) 494-8403	85
85.	Walt's Auto Parts	9	7,000	Walter H. Bryan, Jr.	6807 Stuart Ln. S., Jacksonville, FL 32205 (904) 781-0161	92
86.	Parks Auto Parts	9	6,500	Kenneth M. Parks	5429 Rivers Ave., Charleston, SC 29405 (803) 744-6278	**
87.	Cash & Carry Auto Parts	9	5,000	Steve Burt	Hwy 78 & Barry St., Oxford, AL 36203 (205) 238-8277	90
88.	Parkway Auto Parts	8	9,400	L. Williams	1174 Forest Pkwy., Lake City, GA 30260 (404) 363-1096	93
89.	Indy Auto Stores	8	5,000	Dennis Fitzgerald	8458 Sunland Blvd., Sun Valley, CA 91352 (818) 768-9017	95
90.	Thrifty Auto Parts (Republic)	6	3,500	Keith Thompson	E. 7325 Sprague Ave., Greenacres, WA 99016 (509) 924-5656	98
91.	PV Performance Centers	8	3,000	Brian Peavey	124 Eastern Ave., Malden, MA 02148 (617) 321-7414	94
92.	Seventh Avenue Auto Parts	8	2,642	Robin Conant	112 N. 7th Ave., Phoenix, AZ 85001 (602) 257-8436	96
93.	Hirus Auto Parts	7	12,500	Richard Hire	7111 S. Anthony, Ft. Wayne, IN 46816 (219) 447-2582	**
94.	Eastside Auto Parts	7	8,000	Harry Bradt	8011 Truman Rd., Kansas City, MO 64126 (816) 231-8188	**
95.	Inter-City Auto Stores, Inc.	7	1,600	Stanley Ginsberg	5975 NW 82nd Ave., Miami, FL 33166 (305) 592-9211	97
96.	Wingate Automotive	6	3,000	I. Fred Anderson	900 NE 3rd Ave., Ft. Lauderdale, FL 33304 (522-6211)	100
97.	Katella Auto Parts, Inc.	6	2,500	John Lowm	1877 W. Katella Ave., Anaheim, CA 92804 (714) 635-5541	99
98.	B & B Auto Parts	6	2,500	Robert Rivily	401 Ranier Ave. N., Renton, WA 98055 (206) 772-6380	**
99.	Sanchez Auto Supply	6	2,100	Eddie Sanchez	1613 Castrovilla Rd., San Antonio, TX 78237 (512) 434-7244	**
100.	Osborne Distributing Co	5	10,000	Lloyd O. Osborne	3908 Wilbarger, Vernon, TX 76384 (817) 552-7711	**

* Reported or estimated for 1987.

** Not on last year's chart

*** Privately held, declined to release figures

AM's

STATISTICAL SUPPLEMENT

In an industry where hard, honest data is hard to come by, there are still some statistics to help make decisions.

by Phillip Katcher, Research Editor

There have been some interesting changes in basic aftermarket statistics

since last year—changes that have very real marketing implications.

The big jump in car registrations seen before in some states has slowed. States are neither gaining, nor losing, car population at the same high rates they did in 1985.

For example, the 1985 car registration in New Hampshire jumped 85% over what it had been in 1975. In 1986, however, the percentage fell to 51. At the

same time, there had been a 14% decline in the number of cars registered in the District of Columbia in 1985 compared to 1975; this had turned around, to indicate a 24% increase in the number of cars registered in the District in 1986 compared to 1975.

These two examples suggest that there are no really booming states in which to open aftermarket stores, that the country's car population is growing at a more

ESTIMATED MONTHLY RETAIL SALES, 1987 (in millions of dollars)

	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Total	% of Change
Home & Auto Supply Stores	1,984	2,184	2,216	2,176	2,173	2,234	2,257	2,336	2,306	2,329	2,305	2,343	24,493	+ 1.2%
Dept. Stores	7,954	12,096	11,892	11,960	12,111	12,094	12,162	12,309	12,166	12,322	12,403	12,548	142,007	+ 0.1%
Serv. Stations	8,754	8,492	8,407	8,598	8,549	8,602	8,805	8,945	8,872	8,801	8,761	8,687	103,973	+14.2%

ESTIMATED MONTHLY RETAIL SALES, 1986 (in millions of dollars)

	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Total	% of Change
Home & Auto Supply Stores	1,759	1,606	1,853	2,070	2,130	2,109	2,292	2,106	2,105	2,193	2,045	1,984	24,205	+ 0.7%
Dept. Stores	7,954	8,049	10,769	10,644	11,985	10,971	10,519	12,037	10,866	11,810	14,222	22,071	141,897	- 5.3%
Serv. Stations	8,067	7,122	7,173	6,941	7,442	7,451	7,390	7,110	6,873	7,022	6,675	6,923	89,189	+16.9%

Source: Bureau of the Census

PRIME DIYERS' CARS

DIYers do the most work on cars that are around seven years old instead of newer or older. Stocking, therefore, to meet their demands requires knowing what sort of cars sold best seven years ago. Below, we list the 1982 car models and the numbers of each specific model sold that year. The scrapage rate of these cars between 1981 and 1985 was 5.8%.

Cars	Number sold	Cars	Number Sold	Cars	Number Sold	Cars	Number Sold	Cars	Number Sold
Alfa Romeo	2,193	Diplomat	24,866	Zephyr	42,363	6000	55,624	Cadillac	154,229
AMC		Miranda (Magnum)	5,624	Lynx	95,959	Firebird	105,686	Edorado	57,263
Spirit (Gremlin/AMC)	16,152	Challenger	14,128	LN7	13,107	Phoenix	49,527	Seville	24,029
Concord (Hornet)	30,869	Dodge Colt	37,902	Capri	31,280	Sunbird/2000	57,048	Cimarron	13,774
Eagle	36,209	Champ	37,129	Lincoln	42,537	1000	51,257	Honda	365,865
Renault Alliance	30,173	Sapporo	13,068	Mark	27,920	Oldsmobile		Accord	212,237
BMW	52,392	DeLorean	3,130	Continental	22,611	Oldsmobile 98	89,223	Civic	23,010
Checker	1,926	Fiat		Courier Truck	32,967	Toronado	34,362	Isuzu	33,131
Chrysler		Ferrari	686	General Motors		Cutlass/Ciera	113,367	Jaguar (BJ)	10,349
TC3	39,704	Fiat	14,113	Chevrolet		Omega	72,392	Mazda	204,670
Horizon 4-door	46,704	Lancia	1,174	Chevrolet	204,193	Forenza	28,282	Mercedes-Benz	68,614
Reliant	146,762	Ford		Corvette	22,477	Supreme	281,120	Mitsubishi	5,214
Gran Fury	18,256	Thunderbird	42,585	Monte Carlo	98,954	Delta 88	180,839	Nissan	578,173
LeBaron	88,576	LTD	26,628	Celebrity	212,047	Buick		Peugeot	14,323
Cordoba	15,828	Granada	94,942	Camaro	182,848	Riviera	43,673	Toyota	674,554
Chrysler	62,725	Fairmont	139,086	Citation	186,782	Century	99,873	Volvo	72,375
E-Class	9,241	Escort	337,667	Cavalier	121,392	Regal	222,169	Volkswagen	
Imperial	2,601	EXP	39,021	Chevette	231,927	Skyark	141,766	Audi	45,954
O24	41,275	Mustang	119,526	LUV Truck	22,304	Skyhawk	46,942	Porsche	14,406
Omni 4-door	40,002	Mercury	77,348	Pontiac		LeSabre	109,002	Volkswagen	68,366
Aries	113,076	Cougar XR7	56,438	Pontiac	4,176	Electra	59,586	Golf (US-made)	73,911
Dodge 600/400	28,946	Marquis	10,645	Grand Prix	159,831	Cadillac		Jeep (US-made)	230

Sources: Domestic car data, Motor Vehicle Manufacturers Association. Imported car data, copyright 1985, Ward's Communications, Inc. Reprinted with permission.

AM's STATISTICAL SUPPLEMENT

constant rate across the country than it had been before.

In much the same way, where last year we reported major monthly retail sales swings, ups and downs varying greatly according to month, this year the peaks and valleys have, to a large extent, evened off. Where department store sales in December 1986 had been more than twice what they were in February 1986, in 1987 these two months were quite comparable.

What we did see, were some interesting changes in specific product sales. Increases in the sales of batteries, brake cleaners, carb and choke cleaners, and lubricants and silicones were all noted in 1986 over 1985. There was, however, a drop in sales of separately packaged gallons of antifreeze/coolant, car body and interior cleaners, engine degreasers, lock and windshield deicers, refrigerants, and tire inflators.

This year, too, we've taken a detailed

look at the vehicular lighting aftermarket, thanks to a new study on the subject produced by The Freedonia Group Inc., Cleveland. Essentially, the group sees the whole market growing at some 4.6% an-

nually, reaching sales of some \$1.9 billion by 1992. They see glass and metal sealed beam sales growing 6% and spot, fog, and auxiliary lighting sales growing 6.1% for the category's best bets in retailing. ■

U.S. VEHICULAR LIGHTING SHIPMENTS (In \$ Millions)

Item	1987	2000
Glass, Metal Sealed Beams	343	600
Spot, Fog Auxiliary	104	175
Parking, Dome, Tail, Other	674	850
Other Devices	263	475
Bulbs	104	160
Parts, Attachments	48	115
Total	1,536	2,375

Source: The Freedonia Group

SALES OF SELECTED RETAIL PRODUCTS

Item	Unit	1986
Batteries, Replacement	Batteries	60,306,004
Antifreeze/Coolant	Gallons, Separate	121,873,204
Cleaners, Brakes	Tinplate Containers	18,786,991
Cleaners, Carb & Choke	Tinplate Containers	40,068,117
Cleaners, Exterior	Tinplate Containers	13,036,609
Degreasers, Engine	Tinplate Containers	7,822,988
De-icers, Windshield, Lock	Tinplate Containers	4,963,257
Lubricants & Silicones	Tinplate Containers	131,500,064
Refrigerants	Tinplate Containers	64,185,181
Tire Inflators & Sealants	Tinplate Containers	15,885,284

Sources: Chemical Specialties Manufacturers Association, General Battery Corp.

MOTOR VEHICLE REGISTRATION BY STATE OR DISTRICT

State	% Growth Of Cars 1975 to 1986	Passenger Cars 1975	Passenger Cars 1980	Passenger Cars 1986	Light Trucks 1986
Alabama	22	1,876,000	2,105,546	2,417,000	807,691
Alaska	38	135,000	156,000	217,000	117,068
Arizona	33	1,109,000	1,372,742	1,662,000	649,896
Arkansas	7	875,000	1,036,456	939,000	428,317
California	26	11,392,000	13,268,456	15,384,000	3,306,974
Colorado	30	1,429,000	1,739,718	2,027,000	638,161
Connecticut	21	1,870,000	1,984,064	2,377,000	116,345
Delaware	25	289,000	321,644	383,000	82,167
District of Columbia	24	249,000	247,137	328,000	8,075
Florida	40	4,855,000	6,196,637	8,142,000	1,788,397
Georgia	23	2,609,000	2,932,464	3,375,000	1,165,458
Hawaii	22	428,000	514,509	589,000	73,569
Idaho	21	419,000	513,256	528,000	252,353
Illinois	12	5,406,000	6,240,460	6,137,000	1,043,809
Indiana	15	2,572,000	2,872,006	3,035,000	791,591
Iowa	23	1,528,000	1,678,976	1,988,000	582,800
Kansas	15	1,271,000	1,387,847	1,490,000	539,129
Kentucky	7	1,663,000	1,807,358	1,777,000	729,835
Louisiana	21	1,635,000	1,968,041	2,079,000	851,050
Maine	19	520,000	518,079	641,000	187,416
Maryland	22	2,180,000	2,345,047	2,771,000	490,093
Massachusetts	15	2,787,000	3,289,836	3,264,000	396,904
Michigan	20	4,619,000	5,246,057	5,762,000	1,106,712
Minnesota	29	1,967,000	2,314,444	2,744,000	497,788
Mississippi	18	983,000	1,219,147	1,375,000	341,486
Missouri	18	2,180,000	2,432,407	2,648,000	848,841
Montana	3	370,000	419,700	382,000	188,468
Nebraska	2	828,000	835,644	842,000	312,951
Nevada	31	348,000	471,593	502,000	189,048
New Hampshire	51	416,000	471,593	654,000	154,719
New Jersey	14	3,839,000	4,256,753	4,428,000	343,434
New Mexico	25	552,000	686,626	732,000	438,293
New York	17	6,772,000	6,994,316	8,185,000	965,767
North Carolina	14	2,844,000	3,395,784	3,314,000	1,038,127
North Dakota	12	332,000	364,909	376,000	182,266
Ohio	11	4,206,000	6,415,046	6,972,000	1,170,032
Oklahoma	26	1,425,000	1,807,643	1,915,000	851,532
Oregon	15	1,331,000	1,538,556	1,561,000	506,544
Pennsylvania	(6)	6,354,000	6,821,025	5,980,000	1,051,371
Rhode Island	1	510,000	542,462	517,000	82,281
South Carolina	19	1,384,000	1,533,081	1,715,000	491,097
South Dakota	23	337,000	369,549	429,000	214,223
Tennessee	34	2,029,000	2,564,551	3,070,000	715,634
Texas	28	6,166,000	7,484,817	8,606,000	3,364,265
Utah	17	608,000	678,027	733,000	316,076
Vermont	25	235,000	270,777	315,000	89,476
Virginia	27	2,785,000	3,071,878	3,838,000	833,701
Washington	29	1,883,000	2,293,521	2,652,000	833,701
West Virginia	16	720,000	928,962	860,000	295,986
Wisconsin	13	2,194,000	2,399,134	2,528,000	580,232
Wyoming	32	193,000	277,906	286,000	140,502
Total	21 (avg)	107,371,000	121,723,650	135,671,000	33,330,055

Sources: Motor Vehicle Manufacturers Association; U.S. Department of Transportation's Table MV-9